

9/28/89

\$8.00

TIME PERIOD: 1990(.16 F.E.T. INCREASE)

		FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE(PER 1000)		\$57.90	\$59.40	\$46.00	\$47.25	\$48.92	\$50.12
LESS TERM DISC.		\$1.88	\$1.93	\$1.15	\$1.18	\$1.22	\$1.25
LESS IDP	0.00%						
COST TO DISTRIBUTOR		\$56.02	\$57.47	\$44.85	\$46.07	\$47.70	\$48.87
ADD AVG. S.E.T.	\$11.89	\$67.90	\$69.35	\$56.74	\$57.95	\$59.58	\$60.75
DIST. MARK-UP	5.00%	\$3.40	\$3.47	\$2.84	\$2.90	\$2.98	\$3.04
COST TO RETAILER		\$71.30	\$72.82	\$59.57	\$60.85	\$62.56	\$63.79
RETAIL MARK-UP		\$87.88	\$89.75	\$78.93	\$80.63	\$82.89	\$84.52
ADD SALES TAX	5.19%	\$4.56	\$4.66	\$4.10	\$4.18	\$4.30	\$4.39
COST PER 1000		\$92.44	\$94.41	\$83.03	\$84.81	\$87.20	\$88.91
COST PER PACK	WEIGHT 50.00%	\$1.97	\$2.02	\$1.65	\$1.69	\$1.74	\$1.77
COST PER CARTON	50.00%	\$17.24	\$17.61	\$14.46	\$14.77	\$15.19	\$15.49
PROJECTED CATEGORY SHARE		49.47%	33.51%	7.02%	9.38%	0.19%	0.43%

17.02

INPUT VARIABLES:

DESCRIPTION

DISCOUNT FM 3.25% PV 2.50%
 IDP 0.00%
 AVG S.E.T \$0.2377
 DIST M.U. 5.00%

CRT. M.U. 14.50% 21.00%
 PK M.U. 32.00% 44.00%

CARTON% 50.00%
 PACK% 50.00%

SALES TAX 5.19%
 COUPON \$0.0271
 ENTER MFG. LIST PRICE ABOVE

TERM DISCOUNT
 SALES EXCISE TAX(WEIGHTED)
 DISTRIBUTOR MARK-UP
 RETAIL CARTON MARK-UP
 RETAIL PACK MARK-UP
 % OF CARTON VOLUME
 % OF PACK VOLUME
 WEIGHTED STATE TAX
 PER PACK

AVG
PERIOD

PRICE
COST PER 1000 \$90.34 26.67
 COST PER PACK \$1.94
 COST PER CARTON \$16.93

%DIFF VS. YEAR AGO
 COST PER 1000
 COST PER PACK
 COST PER CARTON

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